1/88 — C7715-3A

NOVEMBER
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '87 VS '86	% IND	
	1987	1986		1987	1986
CHRYSLER	24088	17710	136.01	3.35	2.40
(Laser)	80	1067	7.50	.01	.14
(Le Baron/GTS)	13152	7170	183.43	1.82	.97
(NY/5 Av/Newport)	10169	8337	113.79	1.42	1.22
DODGE	29112	34300	84.87	4.05	4.65
(Daytona)	3250	1054	308.35	.45	.14
(Omni/Shadow)	7258	11538	62.91	1.01	1.58
(Aries)	9371	7109	131.82	1.30	.96
(Lancer)	1082	2247	48.15	.15	.30
(600)	2580	3262	79.09	.36	.44
(Diplomat/Dynsty)	1707	2452	69.62	.24	.33
PLYMOUTH	22680	23011	78.18	3.16	3.93
(Horizn/Sundance)	7089	12099	58.59	.99	1.64
(Reliant)	9385	7138	131.48	1.31	.97
(Caravelle)	2004	2651	75.59	.28	.36
(Gran Fury)	660	1117	59.09	.09	.15
EAGLE	3067	4385	69.94	.43	.59
(Alnc/Eagl/Prem)	1620	3500	46.29	.23	.47
CHRYSLER CORP	78947	85406	92.44	10.99	11.57
FORD	95700	90208	106.09	13.32	12.22
(Escort)	28082	22688	123.77	3.91	3.07
(Probe)	-	-	-	-	-
(Mustang)	12050	6575	183.27	1.68	.89
(Tempo)	12377	17424	71.03	1.72	2.36
(Taurus)	22579	27384	82.45	3.14	3.72
(Crown Victoria)	8048	9772	82.36	1.12	1.32
(T'Bird)	9364	5821	160.87	1.30	.79
LINCOLN	13253	16784	78.84	1.84	2.27
MERCURY	31528	30473	103.46	4.39	4.13
(Topaz)	3565	5278	67.54	.50	.72
(Sable)	7180	9101	78.89	1.00	1.23
(Grand Marquis)	8718	9490	91.87	1.21	1.29
(Cougar)	7116	2761	257.73	.99	.37
LINC/MERC DIV	45854	49107	95.28	6.38	6.52
FORD MOTOR CO	141534	138315	102.33	19.70	18.74
BUICK	39716	43059	92.24	5.53	5.83
(Skyhawk)	3074	3699	83.10	.43	.50
(Somerset/Skylrk)	3763	4908	76.67	.52	.67
(Century)	10762	12855	83.72	1.50	1.73
(Regal)	6299	3675	171.40	.88	.50
(Riviera)	824	1255	65.66	.11	.17
(Reatta)	-	-	-	-	-
CADILLAC	19791	20239	97.79	2.75	2.74
(Allante)	244	-	-	.03	-
(Cimarron)	617	1277	48.32	.09	.17
(Eldorado)	1775	1544	114.96	.24	.21
(Seville)	1814	1870	97.01	.25	.25
CHEVROLET	92835	93160	99.65	12.92	12.63
(Celebrity)	19329	26069	74.15	2.67	3.55
(Corsica)	7082	98	-	.99	.01
(Beretta)	7241	105	-	1.01	.01
(Cavalier)	18657	16429	113.56	2.60	2.23
(Camaro)	6083	7445	81.71	.85	1.01
(Corvette)	1993	1859	107.21	.28	.25
(Monte Carlo)	4366	5946	84.35	.59	.79
OLDSMOBILE	44763	57029	78.49	6.23	7.73
(Firenza)	1321	1501	88.01	.18	.20
(Calais)	6113	6033	101.33	.85	.82
(Cutlass Ciera)	14830	18630	79.60	2.06	2.53
(Cutlass)	5659	8952	63.21	.79	1.21
(Toronado)	1203	1245	96.63	.17	.17
PONTIAC	45806	49071	93.35	6.38	6.65
(1000)	96	782	12.28	.01	.11
(Sunbird)	4616	4853	95.12	.64	.66
(Grand AM)	14873	15214	97.76	2.07	2.06
(6000)	8951	12334	72.57	1.25	1.67
(Bonneville)	7763	5108	151.98	1.08	.69
(Firebird)	3588	4555	78.77	.50	.62
(Fiero)	1738	3387	54.70	.25	.45
(Grand Prix)	552	1734	31.83	.08	.23
GEN MTRS CORP	242911	262558	92.52	33.81	35.58
Misc. Domestic	5	2	250.00	-	-
Other Import	255008	251734	101.30	35.50	34.11
U.S TOTAL	718405	738015	97.34		

UNITED STATES SUMMARY
NOVEMBER 1987 ISSUED 01/88

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R. 9-87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
CHRYSLER	269514	332020	81.17	2.90	3.24	351741
(Laser)	4715	27422	17.19	.05	.27	28321
(Le Baron/GTS)	150224	152283	98.65	1.62	1.48	160600
(NY/5 AV/Newport)	104034	151240	68.79	1.12	1.48	160945
DODGE	370480	471356	78.60	4.00	4.60	510136
(Daytona)	32668	35765	91.34	.35	.35	36547
(Omni/Shadow)	107346	98256	109.25	1.17	.94	110505
(Aries)	89569	93684	95.61	.96	.92	104734
(Lancer)	21264	45749	46.48	.23	.45	47908
(600)	33360	57990	57.53	.36	.57	61305
(Diplomat/Dynsty)	12621	29595	42.65	.14	.29	31810
PLYMOUTH	316791	380763	83.20	3.41	3.72	415701
(Horizn/Sundance)	115383	111415	103.56	1.23	1.09	124754
(Reliant)	94561	116730	81.01	1.02	1.14	127969
(Caravelle)	33114	35659	92.86	.36	.35	38622
(Gran Fury)	7130	14378	49.59	.08	.14	15509
EAGLE	40689	70334	57.85	.44	.69	74242
(Allnc/Eagl/Prem)	25325	54238	46.69	.27	.53	57287
CHRYSLER CORP.	997474	1254473	79.51	10.75	12.25	1351820
FORD	1294395	1240731	104.33	13.95	12.12	1364434
(Escort)	361057	368082	98.09	3.91	3.58	400695
(Probe)	-	-	-	-	-	-
(Mustang)	157926	156238	101.08	1.70	1.53	165854
(Tempo)	200480	237031	84.58	2.16	2.32	259896
(Taurus)	324327	201996	160.56	3.49	1.97	238610
(Crown Victoria)	108997	118347	92.10	1.17	1.16	130928
(T'Bird)	120823	129530	93.28	1.30	1.27	138602
LINCOLN	151182	150107	100.72	1.63	1.47	169805
MERCURY	426281	440385	96.80	4.59	4.30	477874
(Topaz)	58211	59590	97.69	.63	.58	65498
(Sable)	93934	81357	115.46	1.01	.79	91341
(Grand Marquis)	108334	105854	102.34	1.16	1.03	118364
(Cougar)	101743	108586	93.70	1.10	1.07	112818
LINC/MERC. DIV.	589755	603942	97.65	6.35	5.90	661787
FORD MOTOR CO.	1884150	1844673	102.14	20.30	18.02	2026221
BUICK	507416	705374	71.94	5.47	6.89	757328
(Skyhawk)	36314	70301	51.66	.39	.69	74172
(Somerset/Skylrk)	63534	106308	59.76	.68	1.04	112375
(Century)	141113	221902	63.59	1.52	2.16	236946
(Regal)	49383	73992	67.55	.54	.72	77962
(Riviera)	15376	21104	72.86	.17	.21	22937
(Reatta)	-	-	-	-	-	-
CADILLAC	236014	274782	85.89	2.54	2.68	300090
(Allante)	1737	5	-	.02	-	5
(Cimarron)	11980	22230	53.89	.13	.21	23592
(Eldorado)	17772	22744	78.14	.19	.22	24476
(Seville)	18567	18343	101.22	.20	.18	20641
CHEVROLET	1381638	1576207	87.66	14.88	15.40	1693234
(Celebrity)	289405	364140	79.48	3.11	3.56	397297
(Corsica)	90904	101	-	.98	-	1372
(Beretta)	99469	108	-	1.07	-	1505
(Cavalier)	274316	340693	80.52	2.96	3.33	362780
(Camaro)	109623	156066	70.24	1.18	1.52	164283
(Corvette)	22319	30295	73.67	.24	.30	32581
(Monte Carlo)	58976	104586	56.34	.64	1.02	111245
OLDSMOBILE	664624	976860	68.04	7.16	9.54	1044444
(Firenza)	15821	32939	48.03	.17	.32	34470
(Calais)	93722	106505	88.00	1.01	1.04	114295
(Cutlass Ciera)	229072	301326	76.02	2.46	2.94	323607
(Cutlass)	89888	181177	49.61	.97	1.77	191138
(Toronado)	14635	14872	98.41	.16	.15	16239
PONTIAC	644316	770738	83.60	6.94	7.53	829650
(1000)	5624	17255	32.59	.06	.17	18142
(Sunbird)	74782	98307	76.07	.81	.96	103925
(Grand AM)	198931	180471	110.23	2.15	1.76	198509
(6000)	113549	183119	62.01	1.22	1.78	191601
(Bonneville)	89920	41985	214.17	.97	.41	49174
(Firebird)	69039	87551	78.86	.74	.86	93521
(Fiero)	40234	64119	62.75	.43	.63	67748
(Grand Prix)	13260	35807	37.03	.14	.35	37728
GEN MTRS CORP.	3434008	4303961	79.79	36.99	42.04	4624746
Misc. Domestic	70	68	102.94	-	-	77
Other Import	2966378	2835012	104.63	31.96	27.69	3136978
U.S TOTAL	9282080	10236187	90.66			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	40202	10.97	514868	419699	122.68	11.39	9.53
Plymouth	11019	3.01	124170	96704	128.40	2.75	2.20
Ford	110790	30.21	1303083	1241815	104.93	28.82	28.17
Chevrolet	85442	23.31	1062213	1157710	91.75	23.49	26.28
G.M.C.	24182	6.60	307217	314699	97.62	6.79	7.14
Hino	135	.04	1478	667	221.59	.03	.02
International	5400	1.47	63707	61898	102.92	1.41	1.41
Iveco	200	.05	2089	2145	97.39	.05	.05
Jeep	17114	4.67	182387	176159	103.54	4.03	4.00
Mack/Midliner	1535	.42	20669	19638	105.25	.46	.45
Kenworth	1069	.29	13323	9853	135.22	.29	.22
Peterbilt	1139	.31	11331	9060	125.07	.25	.21
Daimler-Benz Corp.	2066	.56	25234	18463	136.67	.56	.42
Scania	5	-	108	72	150.00	-	-
Volvo White	1057	.29	11014	10514	104.76	.24	.24
Western Star	115	.03	1292	1008	128.17	.03	.02
Other Imports	64599	17.62	871064	860494	101.23	19.27	19.53
Miscellaneous Domestic	544	.15	6209	4874	127.39	.14	.11
U. S. Total	366513		4521456	4405472	102.63		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	394600	120268	-	-	-	-	-	-
Plymouth	124170	-	-	-	-	-	-	-
Ford	759778	495614	458	-	-	8436	27208	11589
Chevrolet	649948	371458	25365	950	290	6419	7390	393
G.M.C.	147969	120363	2808	447	4681	6638	17727	6584
Hino	-	-	-	-	396	365	717	-
International	-	-	-	-	343	17534	20214	25516
Iveco	-	-	1004	486	490	109	-	-
Jeep	168649	13738	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1753	2413	16503
Kenworth	-	-	-	-	-	-	104	13219
Peterbilt	-	-	-	-	-	-	86	11245
Daimler-Benz Corp.	-	-	-	-	-	1470	2216	21548
Scania	-	-	-	-	-	-	-	108
Volvo White	-	-	-	-	-	-	1489	9525
Western Star	-	-	-	-	-	-	-	1292
Other Imports	859712	3531	5220	-	969	691	941	-
Miscellaneous Domestic	-	1795	-	2396	271	-	20	1721
Total	3104826	126767	34855	4279	7440	43415	80525	119349
1986 Total	2948032	119207	33794	1296	4911	45589	79293	102350
1987 vs '86	105.32	94.67	103.14	330.17	151.50	95.23	101.55	116.61

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	52778	.57	57830	.56
Chevrolet Spectrum	72658	.78	88597	.87
Chrysler Conquest	10541	.11	1075	.01
Dodge Colt/SW	38938	.42	44914	.44
Dodge Colt Vista SW	14873	.16	15966	.16
Dodge Conquest	260	-	2350	.02
Eagle Medallion	11261	.12	-	-
Ford Festiva	20257	.22	-	-
Plymouth Colt/SW	35307	.38	42129	.41
Plymouth Colt Vista SW	13669	.15	14947	.15
Plymouth Conquest	172	-	2227	.02
Pontiac LeMans	29470	.32	-	-
Merkur XR4	8091	.09	13450	.13
Scorpio	4201	.05	-	-
Tracer	27696	.30	-	-
Others	327	-	2126	.02
Total Domestic Sponsored Imports	340499	3.67	285611	2.79
OTHER IMPORTS				
Acura	94117	1.01	35803	.35
BMW	78665	.85	84268	.82
Honda	554466	5.98	541075	5.28
Hyundai	239032	2.58	124878	1.22
Mazda	193124	2.08	196488	1.92
Mercedes Benz	84576	.91	83151	.81
Mitsubishi	55327	.60	43231	.42
Nissan	470575	5.07	508719	4.97
Saab	41754	.45	45336	.44
Subaru	155826	1.68	161473	1.58
Toyota	543999	5.93	527349	5.16
Volkswagen	162808	1.75	187092	1.83
Volvo	92736	1.00	108361	1.06
Yugo	44836	.48	28426	.28
Others	147517	1.59	158762	1.55
Total Other Imports	2966378	31.96	2835012	27.69
GRAND TOTAL ALL IMPORT CARS	3306877	35.63	3120623	30.48

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	62529	1.38	69384	1.57
Dodge RAIDER	17985	.40	2698	.06
OTHER IMPORTS				
Isuzu	83691	1.85	77405	1.76
Mazda	120341	2.66	137378	3.12
Mitsubishi	51918	1.15	28043	.64
Nissan	200698	4.44	199095	4.52
Subaru	1562	.03	3588	.08
Suzuki	73951	1.64	36500	.83
Toyota	319904	7.08	362537	8.23
Volkswagen	9386	.21	11324	.26
Others	1792	.04	2	-
Total Other Import Trucks	863243	19.09	855872	19.43
GRAND TOTAL ALL IMPORT TRUCKS	943757	20.87	927954	21.06

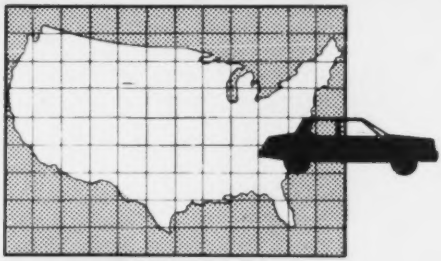
UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2975556
(1)1984	10128729	4048998
1985	10888606	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87



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